INDEX TO VOLUME 13

AUTHOR INDEX

Author and Item Number

Alden, Scott D.	17	Franklin, LeRoy	20	Kelley, Scott W.	15	Seaton, Bruce	11
Allen, Jeff	21	Garner, S. J.	14	Kurtz, David L.	24, 28	Shank, Matt	2
Beall, Ron	6	Gilly, Mary C.	19	Laxton, Rita	17	Siegel, Carolyn F.	14
Beard, John D.	13	Gourley, David	12	Lee, Dongdae	3	Smart, Denise T.	10
Bialaszewski, Dennis W.	20	Guffey, Hugh J., Jr.	9	Lynch, James	2	Smith, Michael F.	22
Bitner, Mary Jo	12	Harris, James R.	9	Mayo, Michael A.	25	Swenson, Michael J.	26
Blotnicky, Karen A.	1	Haynes, Paula J.	4	Miciak, Alan	25	Thompson, Kenneth N.	3
Brown, Tom	27	Helms, Marilyn M.	4	Nicholls, J. A. F.	11	Turnquist, Philip H.	20
Caballero, Marjorie J.	23	Herche, Joel	26	Patzer, Gordon L.	17	Ward, James	12
Chonko, Lawrence B.	23	Hoffman, K. Douglas	15	Penaloza, Lisa N.	19	Weinstein, Art	11
Claxton, Reid	24	Howard, Leslie	17	Perttula, Leslie W.	6	Whipple, Thomas W.	8
Conant, Jeffrey S.	10	Hugstad, Paul	27	Rao, C. P.	24	Whiteley, T. Richard	7
Davis, Duane	21	Hugstad, Wendelyn	27	Robbins, John E.	22	Williams, David L.	13
Dickinson, John R.	7	Jensen, Thomas D.	28	Rymer, Jone	13	Wolf, David D.	8
Duke, Charles R.	5	Kelley, Craig A.	10	Schoell, William F.	18	Zhou, Nan	16
Faria, A. J.	7						

SUBJECT INDEX

ITEM	ISSUE/PAGE	TITLE	AUTHORS
		Course Content/Innovations	
1.	**Summer** 1991, pp. 11-17	The Marketing Concept as the Foundation of Marketing in the Classroom: An Educational Dilemma	Karen A. **Blotnicky**
2.	**Spring** 1991, pp. 73-81	Extending the Use of Art, Literature, and Popular Entertainment in the Marketing Curriculum	**James Lynch**, **Matt Shank**
3.	**Fall** 1991, pp. 40-51	Developing Effective Note-taking Guides for Use in Mass Lecture Sections	Kenneth N. **Thompson**, Dongdae **Lee**
4.	**Fall** 1991, pp. 66-75	Strengthening the Relevance of the Marketing Strategy Course by Using a Career Planning Exercise	Paula J. **Haynes**, Marilyn M. **Helms**
5.	**Fall** 1991, pp. 52-65	Price Presentations Structured with Strategy	Charles R. **Duke**
6.	**Fall** 1991, pp. 76-82	Conjoint Analysis: A Pedagogical Model	Ron **Beall**, Leslie W. **Perttula**
		Evaluation/Testing	
7.	**Summer** 1991, pp. 54-66	An Empirical Investigation of the Validity of McCarthy's Multiple-Choice Question Classification Matrix	John R. **Dickinson**, A. J. **Faria**, T. Richard **Whiteley**
8.	**Spring** 1991, pp. 56-63	Judgments of Marketing Students about Ethical Issues in Marketing Research: A Comparison to Marketing Practitioners	Thomas W. **Whipple**, David D. **Wolf**
9.	**Spring** 1991, pp. 64-68	A Measure of the Short-term Effects of Ethical Instruction	James R. **Harris**, Hugh J. **Guffey, Jr.**

		Teaching	
10.	**Summer** 1991, pp. 1-10	Master Teaching Revisited: Pursuing Excellence from the Students' Perspective	Craig A. Kelley, Jeffrey S. Conant, Denise T. Smart
		Student Projects and Advising	
11.	**Summer** 1991, pp. 36-44	Students as Marketing Consultants	Art Weinstein, Bruce Seaton, J. A. F. Nicholls
12.	**Spring** 1991, pp. 31-39	The Outcomes of Life in Academe: Career Tracking of Marketing Ph.D. Students	James Ward, Mary Jo Bitner, David Gourley
13.	**Summer** 1991, pp. 45-53	Team Projects: Achieving Their Full Potential	David L. Williams, John D. Beard, Jone Rymer
14.	**Spring** 1991, pp. 69-72	Taboo Topics: The Use of Controversial Issues for Student Research Projects	S. J. Garner, Carolyn F. Siegel
15.	**Summer** 1991, pp. 67-77	The Education Service Encounter: The Socialization of Students	K. Douglas Hoffman, Scott W. Kelley
		Marketing Education	
16.	**Summer** 1991, pp. 18-24	The Revival and Growth of Marketing Education in China	Nan Zhou
17.	**Summer** 1991, pp. 25-30	Establishing Cross-disciplinary Marketing Education	Scott D. Alden, Rita Laxton, Gordon L. Patzer, Leslie Howard
18.	**Summer** 1991, pp. 31-35	International Students: An Underutilized Resource in Internationalizing Marketing Education	William F. Schoell
19.	**Spring** 1991, pp. 3-13	Responding to Diversity: Marketing Graduate Business Education to Hispanics	Lisa N. Penaloza, Mary C. Gilly
20.	**Spring** 1991, pp. 40-46	The Undergraduate Marketing Curriculum: A Descriptive Overview	Philip H. Turnquist, Dennis W. Bialaszewski, LeRoy Franklin
21.	**Spring** 1991, pp. 47-55	Searching for Excellence in Marketing Education: The Relationship between Service Quality and Three Outcome Variables	Jeff Allen , Duane Davis
22.	**Fall** 1991, pp. 33-39	Marketing Education and Marketing Management: Some Thoughts on Compatibility and Integration	Michael F. Smith, John E. Robbins
		Faculty Issues	
23.	**Spring** 1991, pp. 14-25	Marketing Madness, or How Marketing Departments Think They're in Two Places at Once When They're Not Anywhere at All (according to Some)	Lawrence B. Chonko, Marjorie J. Caballero
24.	**Fall** 1991, pp. 7-13	The Impact of Uncapping Mandatory Retirement and Other Factors Affecting Marketing Faculty Retirement Plans	C.P. Rao, David L. Kurtz, Reid Claxton
25.	**Fall** 1991, pp. 21-32	The Decision-making Process Underlying Curriculum Revision	Michael A. Mayo, Alan Miciak
26.	**Fall** 1991, pp. 14-20	Multidimensional Scaling: A Marketing Research Tool to Evaluate Faculty Performance in the Classroom	Joel Herche, Michael J. Swenson
27.	**Spring** 1991, pp. 26-30	An Attribute Model of Faculty Development	Tom Brown, Paul Hugstad, Wendelyn Hugstad
28.	**Fall** 1991, pp. 1-6	Endowed Chairs in Marketing: Status and Assessment	Thomas D. Jensen, David L. Kurtz